Publishing on the App Store

Session 702

These are confidential sessions—please refrain from streaming, blogging, or taking pictures.

At the convention center, a movie will be placed here

Publishing on the App Store

Max Müller
Director, iTunes Store Content Engineering

Thanks a billion.

Agenda

- Publishing your app
- Add in app purchases
- Managing your apps

Publishing Your App

Set up Account

Add New App

Enter App Details

Upload Content

Specify Availability

Publishing Your App

Set up Account

Add New App

Enter App Details

Upload Content

Specify Availability

iTunes Connect

Your online portal to the App Store

Set up Account

Requirements

- Apply to the paid iPhone Developer Program
- Register distribution profile in iPhone Developer Program Portal
- Access iTunes Connect: https://itunesconnect.apple.com

Set up Account

Fill out contract forms now!

- Free apps don’t require financial setup
- If considering a paid app, fill out banking, contact, and tax information now
- Banking, contract, and tax information is located in the contracts module
- Company vs. Individual: Hard to change later

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Sales/Trend Reports
Preview or download your daily and weekly reports here.

Contracts, Tax, & Banking Information
Request Contracts and manage your contact, banking and tax information.

Financial Reports
View and download your monthly financial reports.

Manage Users
Create and manage both iTunes Connect and In App Purchase Test User accounts.

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FAQs Review our answers to common inquiries.

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Add New Application

Manage Your Applications

You have no Applications Uploaded.
Click Add New Application to begin.

Get Application Loader ▶ Download the Developer Guide

Go Back

Add a New App

Confirm primary language and company name

- Only prompted the first time you add an app
- You cannot change these later!

Add a New App

Export compliance

- Apps are subject to United States export laws and regulations
  - Does your product contain encryption?
  - Is encryption used for authentication purposes only?
  - Does your product contain 64-bit symmetric or 1024 asymmetric encryption?
  - Is encryption used for protection of data or information security purposes?

U.S. Department of Commerce
Commercial Encryption Export Controls
http://www.bis.doc.gov/encryption/guidance.htm

Publishing Your App

Set up Account

Add New App

Enter App Details

Upload Content

Specify Availability

Enter App Details

- Application name
- Application description
- Categories
- Copyright and version information
- Application and support URLs
- Support email
- End user license agreement
- SKU number

Parental Controls

- New for iPhone OS 3.0
- All apps are required to be rated
- Update your ratings before iPhone 3.0 is released
- Missing ratings assumed to be 17+

App Advisories

	None	Infrequent/ Mild	Frequent/ Intense
Cartoon or Fantasy Violence		✔	
Realistic Violence	✔		
Sexual Content or Nudity	✔		
Profanity or Crude Humor	✔		
Alcohol, Tobacco, or Drug Use or References	✔		
Mature/Suggestive Themes	✔		
Gambling or Simulated Gambling	✔		
Horror/Fear Themes	✔		
Prolonged Graphic or Sadistic Realistic Violence	✔		
Graphic Sexual Content and Nudity	✔		

3G
9:42 AM
Restrictions
Apps
Allow Apps Rated
Don't Allow Apps
4+
9+
12+
17+
Allow All Apps

Publishing Your App

Set up Account

Add New App

Enter App Details

Upload Content

Specify Availability

Prepare Your Binary for Upload

57 x 57 application icon

- Icon is required
- Rounded corners and shine automatically added
- App Store will honor `UIPrerenderedIcon` key

Prepare Your Binary for Upload

App ID

- Create App ID and Distribution Provisioning Profile
- App ID and bundle identifier are used to identify software updates

Prepare Your Binary for Upload

Device capabilities

- `UIRequiredDeviceCapabilities` key
- Possible capabilities
  - telephony
  - sms
  - still-camera
  - video-camera
  - auto-focus-camera
  - wifi
  - accelerometer
  - magnetometer
  - microphone
  - location-services
  - gps
  - Opengles-1
  - Opengles-2

Prepare Your Binary for Upload

Build for release in 10.5.7 with latest SDK

- In Xcode
  - Set Active SDK to “Device”
  - Set Active Configuration to “Release”
  - Set Code Signing Identity
  - Set Code Signing Distribution Provisioning Profile
  - Zip your .app using Finder

Upload 512 x 512 icon

- 72 ppi
- RGB; no layers; no transparency
- JPEG or TIFF file format

512 x 512

Upload Screenshots

- 72 ppi
- RGB; no layers; no transparency
- JPEG or TIFF file format
- Primary screenshot and up to four additional screenshots
- Remove the status bar

480 x 320

Publishing Your App

Set up Account

Add New App

Enter App Details

Upload Content

Specify Availability

Publishing Your App

Set up Account

Add New App

Enter App Details

Upload Content

Specify Availability

Specify Availability

- Availability date
  - Earliest date at which your app can be published
- Distribution
  - Worldwide distribution is assumed
  - Optionally select specific stores
    - 22 individual stores
    - Rest of world

Set Pricing

Customer price and your proceeds for tier 10

	Customer Price	Your Proceeds
US	US$9.99	US$7.00
Mexico	Mex$100	
Canada	Can$9.99	Can$7.00
UK	£5.99	£3.65
Euro Zone	€7.99	€4.86
Norway	NKr55	
Sweden	SKr75	
Denmark	DKr59	
Switzerland	SwF11	
Australia	$A12.99	$A8.27
New Zealand	$NZ13.99	
Japan	¥1200	¥840

Demo

App submission

Ricardo Cortes
Engineering Manager, iTunes Store Content Provider Services

Adding In App Purchases

Add New Item

Enter Item Details

Create Sandbox Users

Test In App Purchases

Submit In App Purchases

Adding In App Purchases

Add New Item

Enter Item Details

Create Sandbox Users

Test In App Purchases

Submit In App Purchases

Add New Item

Bundle identifier

- Register bundle identifier for In App Purchase
- Wildcards not allowed

iPhone Developer Program

Welcome, Team Leader | Edit Profile | Log out

Program Portal: Example Corp, Inc. Exit Program Portal

- Home
- Team
- Certificates
- Devices
- App IDs
- Provisioning
- Distribution

Manage | How To

Configure App ID

In order to set up your App ID for the Apple Push Notification service you will need to create and install the following two items. For more information on utilizing the Apple Push Notification service, view the Apple Push Notification service Programming Guide, the App ID How-To as well as the Apple Push Notification topic in the Apple Developer Forums.

1. An App ID-specific Client SSL Certificate : For each App ID you wish to enable push notifications for, you need to create a Client SSL Certificate that allows your notification server to connect to the Apple Push Notification service. Each application you wish to sent notifications to will require a separate Client SSL Certificate.
2. An Apple Push Notification service compatible provisioning profile: After you have generated your Client SSL certificate, create a new provisioning profile containing the App ID you wish to use for notifications.

Once the steps above have been completed, you should build your application using this new provisioning profile.

ID **My In App Purchase Application**
BDQ34H28RX.com.domainname.InAppPurchaseApp

☐ Enable for Apple Push Notification service

Development Push SSL Certificate	Available	Configure
Production Push SSL Certificate	Available	Configure

☑ Enable In App Purchase — Enabled

Done

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iTunes Connect

Create New

Manage Your In App Purchases

You don't currently have any in app purchases set up. To set one up, click Create New.

Go Back

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Create New In App Purchase

To start creating an In App Purchase, choose the desired application.

Touch Fighter

Cancel

Adding In App Purchases

Add New Item

Enter Item Details

Create Sandbox Users

Test In App Purchases

Submit In App Purchases

Enter Item Details

Metadata

- Reference name
- Product ID
- Item type
  - Nonconsumable
  - Consumable
  - Subscription
- Price tier

Enter Item Details

Display title and description

- Localized titles
- Localized descriptions

Enter Item Details

For review

- Screenshot 320 x 480

Adding In App Purchases

Add New Item

Enter Item Details

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iTunes Connect

Select User Type

iTunes Connect User

In App Purchase Test User

Go Back

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Add New User

Manage In App Purchase Test Users

You have not added any users. Click Add New User to get started.

Cancel

Create Sandbox Users

User information

- First and last name
- Email address
- Password
- Secret question and answer
- Date of birth
- Country

Adding In App Purchases

Add New Item

Enter Item Details

Create Sandbox Users

Test In App Purchases

Submit In App Purchases

Adding In App Purchases

Add New Item

Enter Item Details

Create Sandbox Users

Test In App Purchases

Submit In App Purchases

Submit In App Purchases

- Same review process as Apps
- Two types of submission
- Submit with binary
- Submit now

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iTunes Connect

Create New

Manage Your In App Purchases

Applications With In App Purchases

Touch Fighter

Search

Internal Name : starts with

Display Title : starts with

SKU : starts with

Search

Go Back

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Create New

In App Purchases for Touch Fighter

Touch Fighter

Apple ID : 123456789

Bundle ID : com.cyberinteractive.TouchFighter

1 In App Purchase

Internal Name	SKU	Cleared for Sale	Status
Missiles	MISSILES_001	✓	Pending Developer Sign-Off

Go Back

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Edit | Delete

Missiles

Approve

Sku : MISSILES_001

In App Purchase Type : Consumable

Status : Pending Developer Sign-Off

Pricing

Price Tier : Tier 1 ? See Pricing Matrix ▶

Cleared for Sale : ☑

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Sign Off On In App Purchase

Select an option for submitting this in app purchase.

Submit With Binary

This in app purchase has been tested and will be submitted for review with your next binary upload. This will ensure that the application and this in app purchase will go live at the same time.

Select

Submit Now

Submit this in app purchase for review now if you have already tested it and have an approved 3.0 version of this application.

Select

Cancel

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

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Edit | Delete

Missiles

SKU : MISSILES_001

Type : Consumable

Status : Waiting for Review

Pricing

Price Tier : Tier 1

Cleared for Sale : Yes

Demo

In App Purchase submission

Ricardo Cortes
Engineering Manager, iTunes Store Content Provider Services

Managing Your Apps

Finance Reports

Daily Reports

Promo Codes

Crash Logs

Managing Your Apps

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Financial Reports – Download Your Financial Reports

Your monthly Financial Reports are listed below.

182 iTunes Financial Reports Show 10 items/page (max 200) Page 1 of 19

Date	Region	Download
Mar 2009	Australia	11111111_2222_AU.txt
Mar 2009	United Kingdom	11111111_2222_GB.txt
Mar 2009	Switzerland	11111111_2222_CH.txt
Mar 2009	United States	11111111_2222_US.txt
Mar 2009	Rest of World	11111111_2222_WW.txt
Mar 2009	New Zealand	11111111_2222_NZ.txt
Mar 2009	Japan	11111111_2222_JP.txt
Mar 2009	Europe	11111111_2222_EU.txt
Feb 2009	Rest of World	33333333_4444_WW.txt
Feb 2009	Switzerland	33333333_4444_CH.txt

Managing Your Apps

Finance Reports

Daily Reports

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Crash Logs

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? **FAQs** Review our answers to common inquiries.

iTunes Connect

Reporting > Transaction Reports

User Guide

Report Options

Report Type: Summary

Report Period: Daily

Day: 05/27/2009

If you have feedback or questions please let us know.

Managing Your Apps

Finance Reports

Daily Reports

Promo Codes

Crash Logs

Promo Codes

- Royalty-free download of a paid app
- For noncommercial distribution
- Up to 50 codes per version
- Code expires in four weeks
- Available to users with US iTunes accounts

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iTunes Connect

View History

Promotional Codes

Select an application and enter the number of codes you are requesting. You are given 50 codes for each version of an application. They are for non-commercial use and will expire four weeks after they are requested. These codes can only be used in the U.S. iTunes Store.

Application : Touch Fighter - 1.0

Number of Codes :

48 codes remaining

Go Back

Continue

Managing Your Apps

Finance Reports

Daily Reports

Promo Codes

Crash Logs

Store | Mac | iPod + iTunes | iPhone | Downloads | Support

iTunes Connect

Add New Application

Manage Your Applications

Touch Fighter

Version: 1.0

App Details

Date Submitted: 09 June 2008

Status: Ready for Sale Replace Binary ▶

Edit Information

Get Application Loader ▶ Download the Developer Guide

Go Back

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iTunes Connect

View Crash Reports

App Details

Application Name :	Touch Fighter
Apple ID :	123456789
Bundle Identifier :	com.apple.TouchFighter
Localizations :	("da", "Dutch", "English", "fi", "French", "German", "Italian", "Japanese", "ko", "no", "pl", "pt", "pt_PT", "ru", "Spanish", "sv", "zh_CN", "zh_TW")
Prerendered Icon Flag :	true
Original Zip File Name :	TouchFighter.zip
Bundle Short Version String :	1.0
Bundle Version :	1.0
Minimum OS Requirements :	3.0

Go Back

Touch Fighter 1.0 Crash Reports as of Jun 08, 2009

iPhone OS 2.2.1

Crashes and Freezes

These are the most frequent crashes for the current version of your application since it became available in the App Store.

Most Frequent Crashes			
1.	Touch Fighter: 0x21e66	80% of submitted crashes	Download Report
2.	Touch Fighter: 0x1e078	9% of submitted crashes	Download Report
3.	Touch Fighter: 0x21dba	6% of submitted crashes	Download Report
4.	GraphicsServices: GSEventRunModal	1% of submitted crashes	Download Report
5.	UIKit: -[UITableView _canSelectRowContainingHitView:]	1% of submitted crashes	Download Report
6.	Touch Fighter: 0x1e13a	1% of submitted crashes	Download Report
7.	Touch Fighter: 0x21ac8	1% of submitted crashes	Download Report
8.	Foundation: -[NSMutableIndexSet addIndexesInRange:]	0% of submitted crashes	Download Report
9.	Touch Fighter: 0x3408c	0% of submitted crashes	Download Report
10.	Touch Fighter: 0x19c16	0% of submitted crashes	Download Report

Timeouts		
Timeout on Launch	3% of submitted timeouts	Download Report

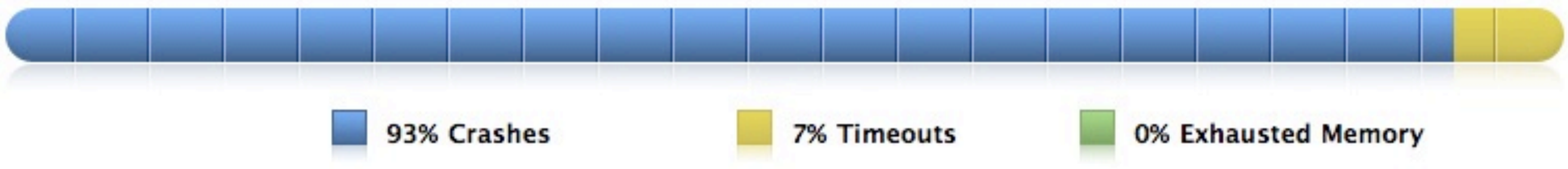
Memory

These are the memory issues for all versions of your application in the last seven days.

Resident Private Memory Size	
Average	5.76 MB
Maximum	5.76 MB

Crashes vs. Memory

This is the ratio of crashes and timeouts to memory issues for all versions of your application in the last seven days.



For more information about crash reports, see Technical Note TN2151.

Best Practices

- Test your app thoroughly
  - Majority of rejections from app crashes
- Avoid adding pricing or other text in icons or screenshots

Summary

- In App Purchases
- Compatibility Testing for 3.0
- Ratings

More Information

Evangelist
Mark Malone
Internet and Server Technology Evangelist
mmalone@apple.com

More Information

Documentation

Application Publishing User Guide
https://itunesconnect.apple.com

Paid Applications Contract
https://itunesconnect.apple.com

U.S. Department of Commerce (Commercial Encryption Export Controls)
https://www.bis.doc.gov/encryption/guidance.htm

Related Sessions

In App Purchase on iPhone	Presidio Wednesday 10:30AM

WWDC09